

FIG. 1

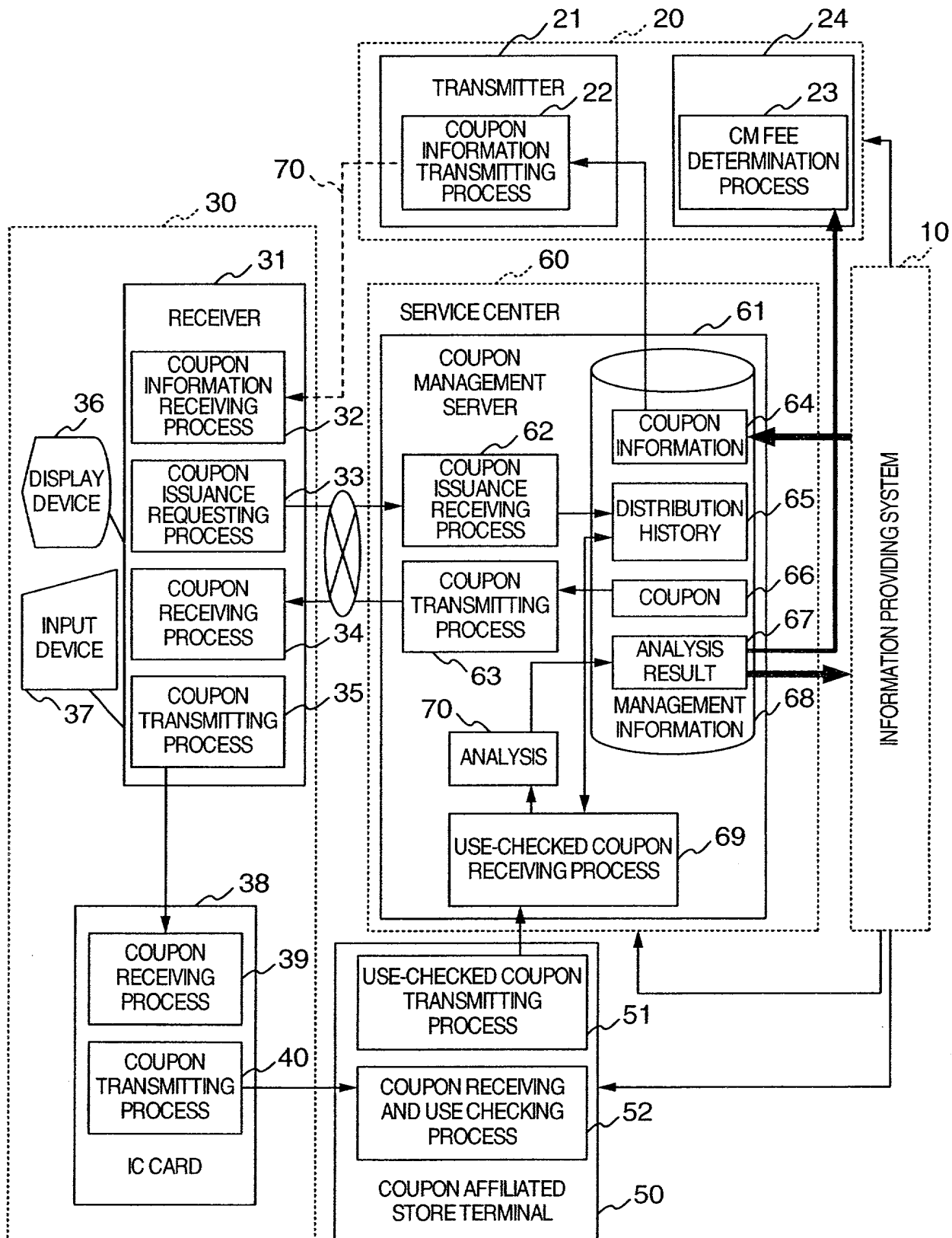


FIG.2A

COUPON NAME	SHOPPING COUPON ¥500
COUPON ID	12345
ISSUANCE NUMBER	31
PROGRAM NAME	○× QUIZ
BROADCASTED DATE AND TIME	JULY 20, 2000, 20:00 TO 21:00
CHANNEL	000
OBTAINED DATE AND TIME	JULY 20, 2000, 20:35
OBTAINER	HANAKO HITACHI
SEX	FEMALE
AGE	50
USE PERIOD	OCTOBER 31, 2000

FIG.2B

USE DATE AND TIME	AUGUST 10, 2000, 15:20
MEDIUM	IC CARD
COUPON AFFILIATED STORE TERMINAL	COMMISSARY STORE IN HITACHI BUILDING

FIG.3B

UNDER 20	20s	30s	40s	50s	ABOVE 60
327 211	577 456	553 417	349 154	231 146	228 103

FIG.3C

UNDER 20	20s	30s	40s	50s	ABOVE 60
389 242	674 509	682 535	561 392	337 206	280 142

FIG.4A

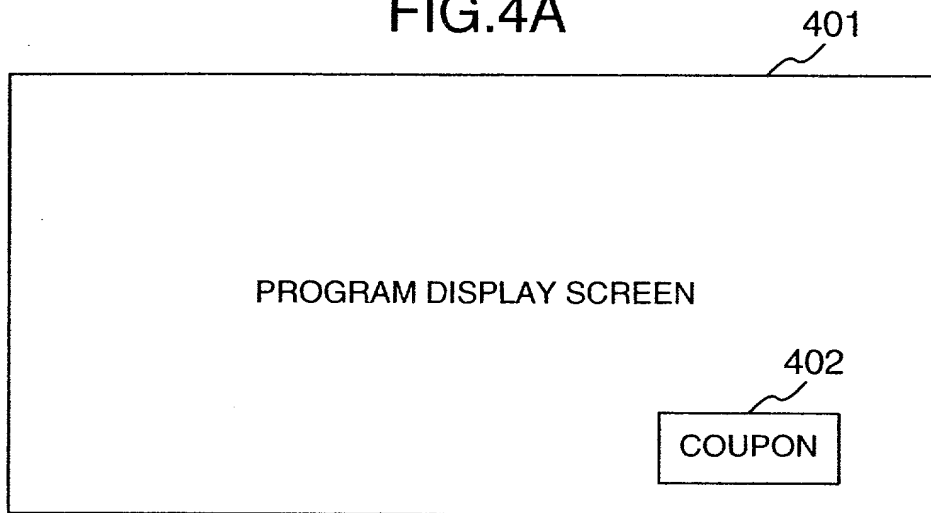


FIG.4B

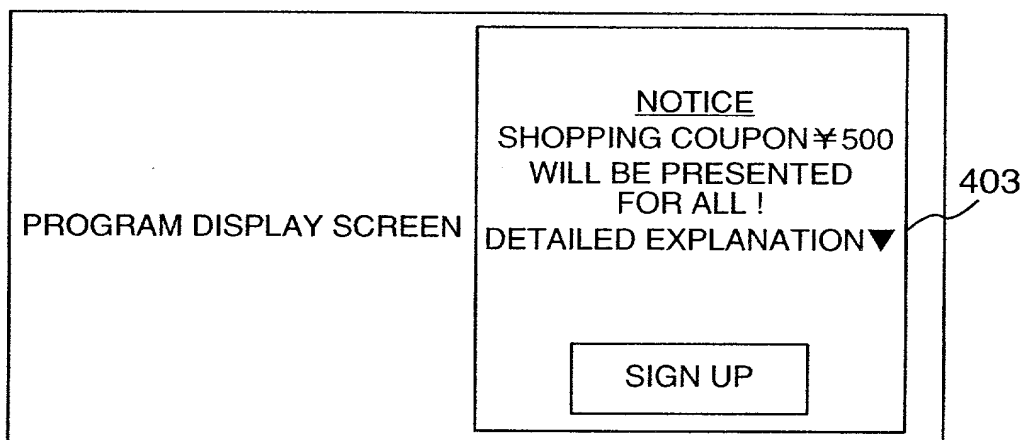


FIG.4C

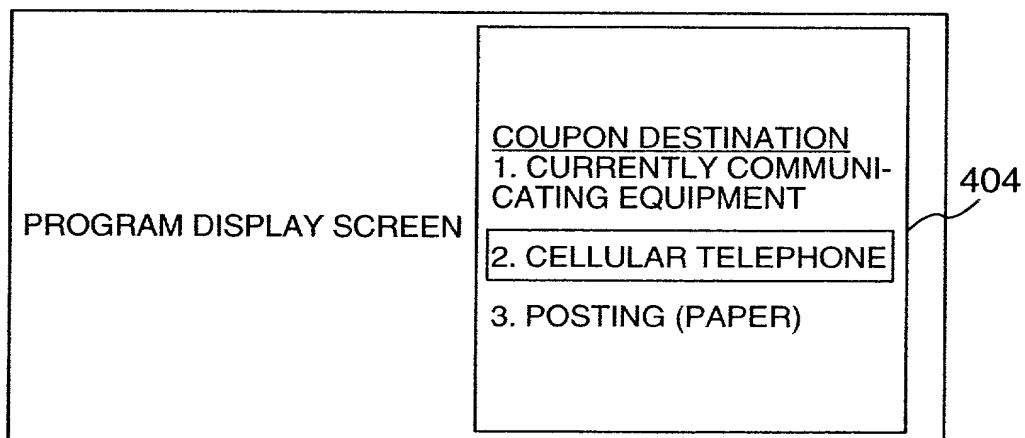


FIG.5A

501

SHOPPING COUPON ¥500

AFFILIATED STORES: NATIONWIDE ○× CHAIN STORES

USE TIME LIMIT: OCTOBER 31, 2000

USE CONDITION: ONE PER ONE TIME OF USE

FIG.5B

502

COUPON NAME	SHOPPING COUPON ¥500
COUPON ID	12345
ISSUE NUMBER	31
COUPON AFFILIATED STORE	NATIONWIDE ○× CHAIN STORES
USE TIME LIMIT	OCTOBER 31, 2000
USE CONDITION	ONE PER ONE TIME OF USE

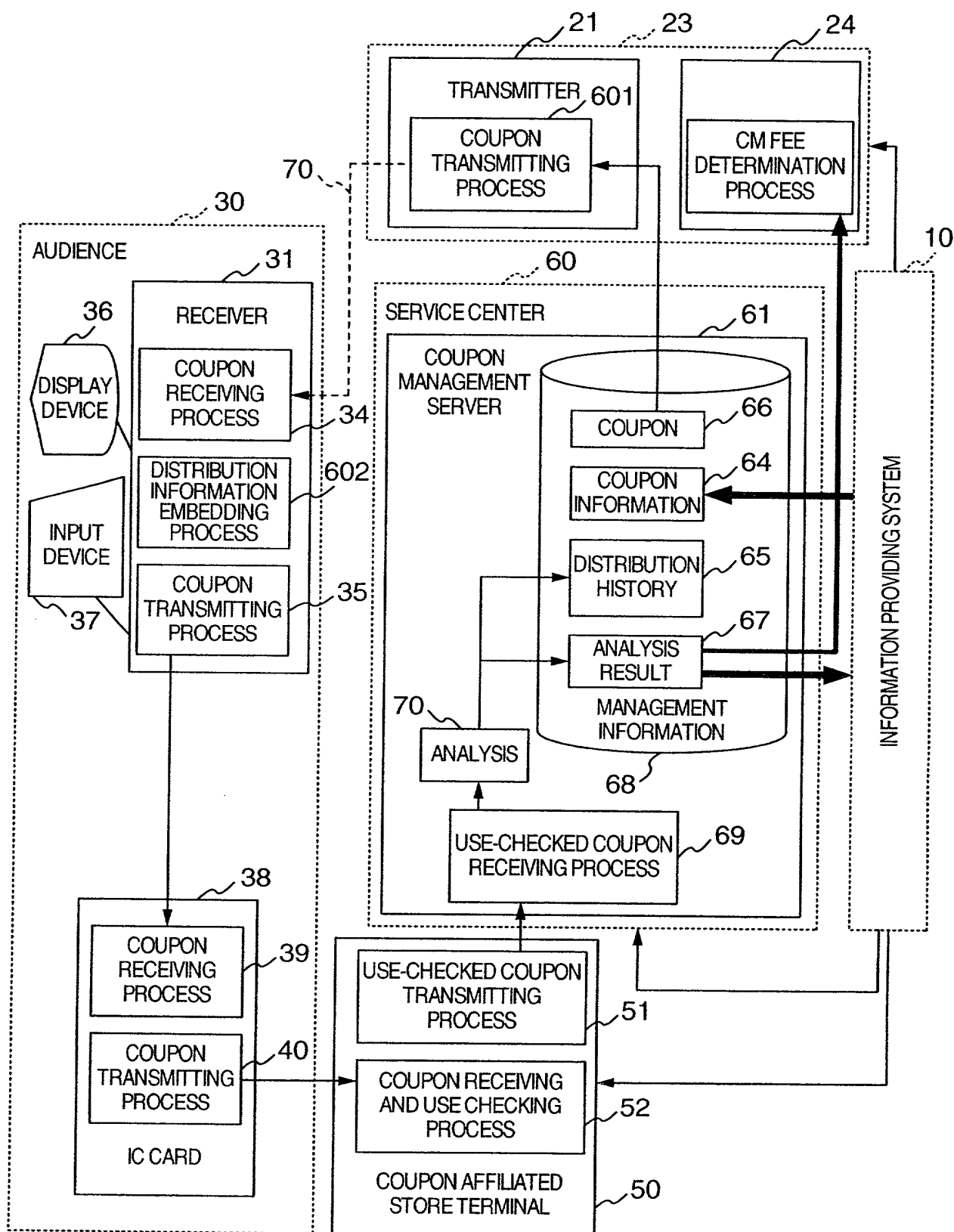


FIG.7

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THE FOLLOWING INFORMATION IS DESCRIBED ON COUPON.
DO YOU AGREE ?

PROGRAM NAME : ○ × QUIZ	NAME : HANAKO HITACHI
BROADCASTING DATE AND TIME : JULY 20, 2000	SEX : FEMALE
CHANNEL : 000	AGE : 50